



MEDIA RELEASE

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FOR IMMEDIATE RELEASE
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SHARE MEDICINE HAT WITH FRIENDS, FAMILY *City Launches Online Photograph, Postcard Gallery*

Medicine Hat –The City of Medicine Hat today launched a new feature on its website; an online gallery that lets users send photographs and postcards via e-mail.

Visitors can download images available in both high- and web-resolution format or they can choose the "Send a Postcard" option to e-mail the image to family or friends. Users can add a message or greeting to their e-mail postcard.

"We're always looking for new ways to promote Medicine Hat to the rest of the world," says Keith Crush, Business Development Officer. "The Photo Gallery is another way Hatters can share their pride in our community and let others see what Medicine Hat has to offer. We hope our residents will log on and send a "Medicine Hat Postcard" to people they know around the world."

The Photo Gallery includes images of Medicine Hat's natural environment, landmarks, landscapes, quality of life, people and events.

In addition to viewing the gallery of photographs, visitors can view or download the Welcome to Medicine Hat booklet that was created earlier this year.

"The Welcome to Medicine Hat booklet was a publication created to promote recruitment and relocation to the city," says Crush. "The colourful photos and short, succinct text was designed to draw people to the beauty of the city and encourage them to visit our website or phone our office for more information about Medicine Hat. We hope the Photo Gallery and its postcard feature will have the same effect."

For more information or to send a Postcard, visit the City of Medicine Hat website www.medicinehat.ca.

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